

Develop the Community by Empowering the Individual



Thank you for expressing interest in Micro-MBA. It is likely that you've had a look at our website at <https://www.micro-mba.com>.

We are the undoubted experts at what does NOT work because we have made so many mistakes as we have tried to alleviate poverty in society by promoting self-employment. We would like to help others to avoid the same pitfalls!

BACKGROUND

The **Micro-MBA Course** is a highly effective modular competency-based course that has been used by more than 240 development organisations throughout Africa and Latin America. The course was built “from the bottom, up” based on what demonstrably works at grassroots. Approximately 200 000 emerging entrepreneurs in the micro and small-business sectors have been educated in this way over the past 33+ years. The course requires the equivalent of grade 6 level of literacy, but illiterate people are encouraged to bring a literate friend or family-member with them to the course. In this way “2 are trained for the price of one!”

THE COURSE

The programme begins with a 5-day, learner-driven course, based on a series of simple workbooks covering the basics of business management comprising the following modules:

- Investigating the Market
- Using a Calculator
- Buying
- Costing and Pricing
- Selling
- Writing a Business Plan
- Money Management
- Stock Control

“Micro-MBA” incorporates Trident Institute (Pty) Ltd Reg: 2000/009699/07
P O Box 738 Constantia 7848 Cape Town
Mobile: 082 658 1745

www.micro-mba.com eMail: micromba.trident@gmail.com

Patron: Mrs. Albertina Sisulu & Dr Beyers Naude (late) Managing Director: Cedric Buffler

Micro-MBA meets the requirements of SAQA Unit Standard 14444

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After the basic classroom experience, each learner is expected to meet with the facilitator at least once a month for three months. At that stage, those who demonstrate that they are applying what they have learned are awarded a Micro-MBA Diploma. The course, which is updated and improved regularly, is offered in three versions, i.e. for Traders, Green Producers. The books are available in English, French, Portuguese, Spanish and Chichewa (in Malawi). In practice, we have found that more than 97% of learners in South Africa choose English as their preferred language for the Micro-MBA course, therefore we have discontinued printing versions in isiXhosa, SeSotho, SePedi, Afrikaans and isiZulu.

A pack of training materials required to enable each learner to write their own business manuals costs R960 (including courier and VAT). You may supply your own branded briefcases and/or simple calculators, if you wish. Please advise us if you are registered for VAT, so that we can invoice you appropriately.

TRAINING OF TRAINERS

Courses for people who wish to become Trainers and Mentors in their community are run by appointment, on Zoom. The cost per person for this intensive 4-day course is R5 114 (inclusive of courier and VAT), payable “up-front.” The pack includes access to a Google Drive with a detailed manual for offering the course as well as videos and other support materials in digital format.

On the Trainer/Mentors’ course, we aim to develop well-rounded Economic Development Practitioners as we deal with the TASK and the PROCESS of empowering people to start or improve their small businesses.

We are currently working on an on-line and a mobile version of Micro-MBA, which ought to be ready to launch early in 2021.

We believe that facilitators are the natural mentors of the small businesses, therefore they should be contactable by their clients after the basic course and follow-up period.

It would be a privilege to work with you for the empowering of the emerging entrepreneurs in your area.

I look forward to hearing from you.

Yours in Development



CEDRIC BUFFLER
Managing Director

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<https://www.facebook.com/micromba.TridentInstitute/>

https://www.instagram.com/micro_mba_international/

The Micro-MBA course meets all requirements for Unit Standard 14444, “Demonstrate an understanding of a general business plan and adapt it to a selected business idea,” at NQF Level 1 with 7 Credits. If your organisation is accredited and you wish to add this Unit Standard to your portfolio, we can send you the appropriate Alignment Matrix to support your application.

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